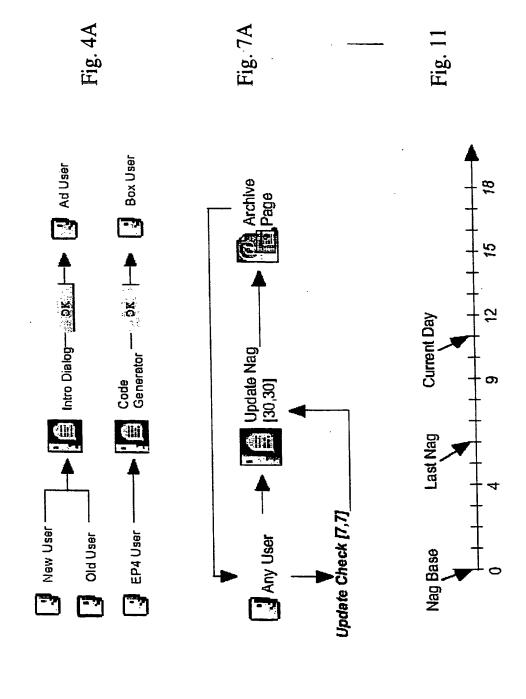


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Fig. 3A

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Fig. 3B



Welcome to Eudoral

Eudora is now licensed in three ways, Sponsored Mode, Paid Mode, and Light Mode. Unless you change modes, Eudora will run in Sponsored Mode, meaning it will display ads.

We have done our best to present the ads in a vay that respects the vork you do in email. By allowing Eudora to display ads, you get the full pover of Eudora for free and ve can still pay our bills.

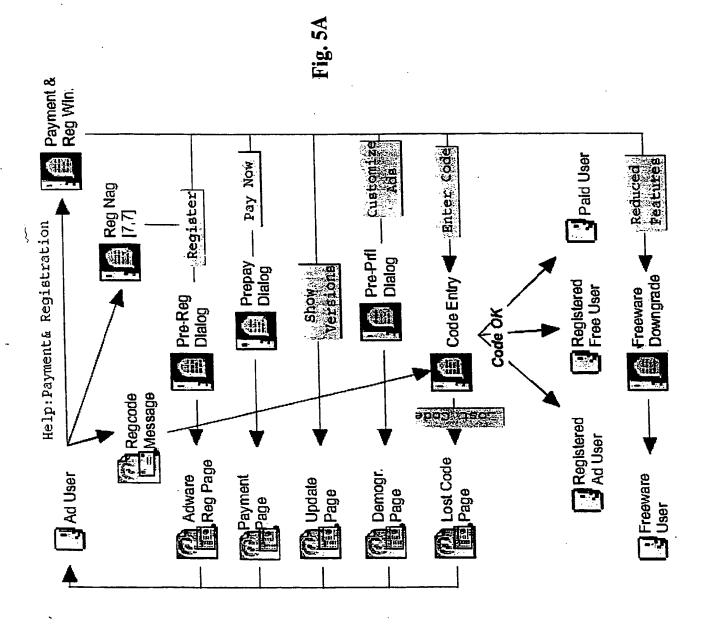
If you decide the ads are not for you you can change modes. Paid Mode show no ads. Current Eudora Pro. 4X users will be able to be to be able t

To switch forms of Eudors, please use the "Rayment & Registration" tem the Help menu. To learn more about the three modes click on the "Tell Menu" button below

Tell me more

30

Fig. 41



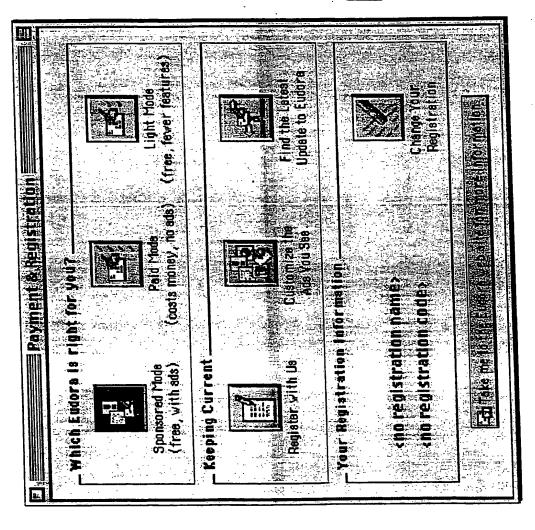


Fig. 5B

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Fig. 5(

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Fig. 5D

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Fig. 5E

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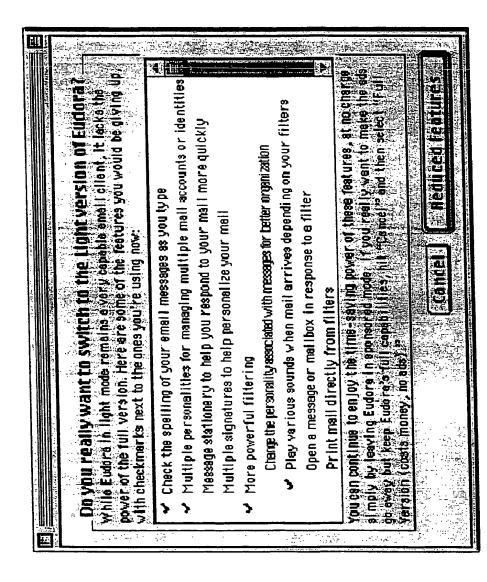
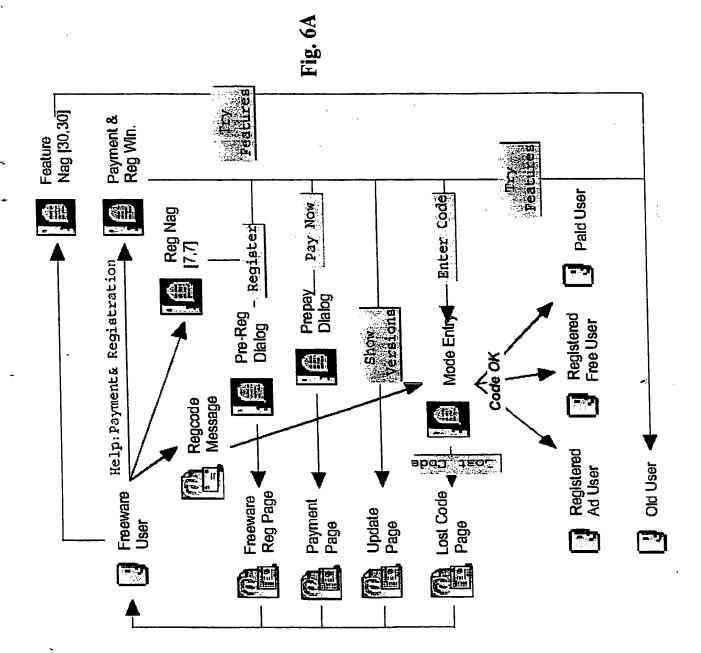


Fig. 5G



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Fig. 6B

There are updates available to Eudora

any of these updates, simply follow the links. If you'd rather a You have Endora version 6.1. The following updates have become a since this version was released. If you'd like more information you of updates, follow this.

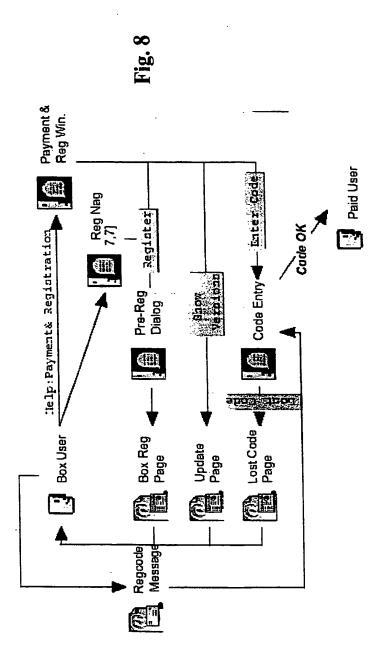
Endora 5.3 This is a major upgrade, with great new features like automatic .

Endora 4.2

This update is mostly bug fixes. This update is free to you. Printed Kanual

You can buy a printed manual for Eudora.

Fig. 7B



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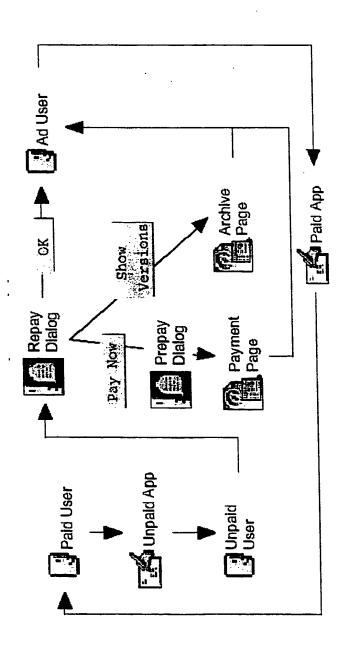


Fig. 9

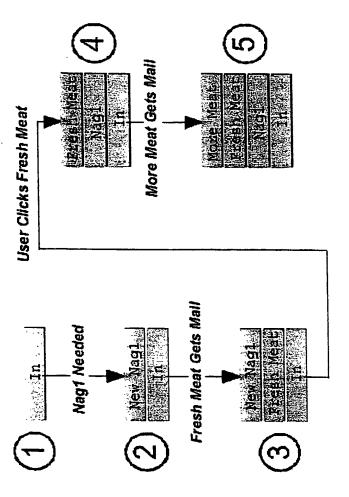


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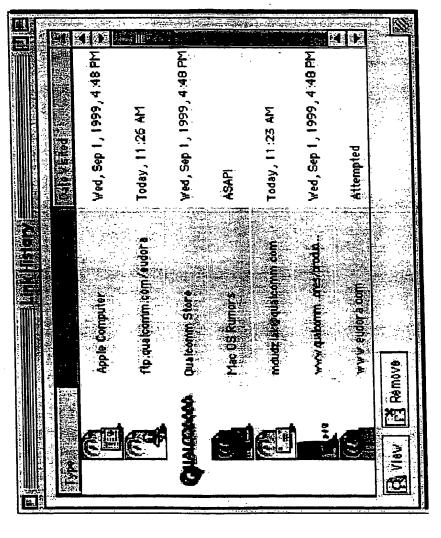


Fig. 12A

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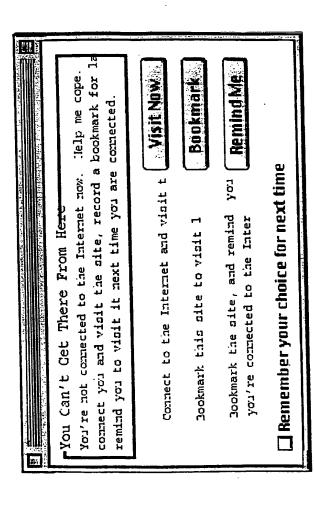


Fig. 12B

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Fig. 13A

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Fig. 13B

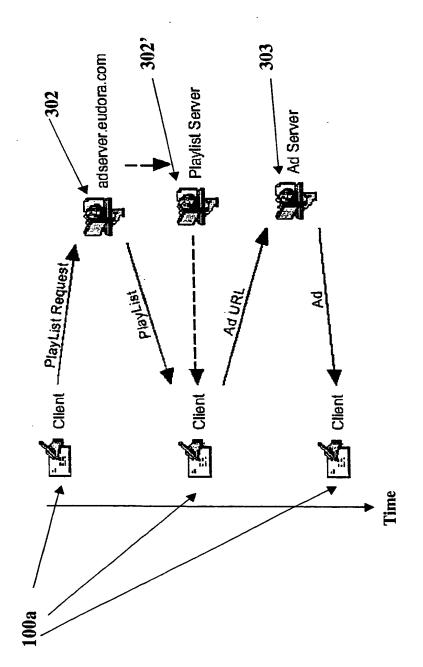


Fig. 14

```
// Main ad scheduler
ScheduleMain
// Has a new day dawned?
Do CheckForNewDay
// Are we are within the current ad's showFor?
if ( ad.thisShowTime < ad.showFor )</pre>
// there is nothing to be done
return
// At this point, we know that we need a new ad
// Perform housekeeping tasks on the old one.
Do AdEndBookkeeping
// Pop out of a block if all ads on par
if ( block isn't all playlists )
find ad with minimum ad.numberShown
if ( ad.numberShown >= blockGoal )
set block to all playlists
}
// If we are over our quota of regular ads for the day,
// look for a runout
if ( adFaceTimeToday > faceTimeQuota )
{
Do ShowARunout
}
else
 {
Do ShowARegularAd
 // end ad schedule main
```

Fig. 15A

```
// We must perform certain tasks when the calendar day
changes.
CheckForNewDay
{if ( the calendar day has changed )
// Perform housekeeping tasks on the ad currently showing
Do StopShowingCurrentAd
// Runout ads are charged for a full showFor if they've been
shown
// at all on a given day. Charge any runout ads if they've
been
// shown at all.
for runout ads
{
if ( ad.thisShowTime > 0 )
ad.totalTimeShown += ad.showFor
ad.thisShowTime = 0
}
}
// Now, reset the counters for all ads to reflect the fact
// a new day has dawned.
for all ads
 {
ad.numberShownToday = 0
 // Record yesterday's facetime
 // Might not literally be yesterday, be sure to use
 // whatever day the app was last run on
 set old current day's facetime to totalFaceTimeToday
 // and reset our global regular ad facetime counter
 adFaceTimeToday = 0
 totalFaceTimeToday = 0
 // if we were in a block, back out
 set block to all playlists
 }
 // end CheckForNewDay
```

```
// This function shows a runout ad, and if it
.// can't find one, goes to a rerun
ShowARunout
for runout ads
// has the ad been flushed?
if ( ad.flushed )
try next ad
// are we done showing this runout today?
if ( ad.numberShownToday > ad.dayMax )
try next ad // this one's used up for the day
// are we done showing this runout for ever and ever?
if ( ad.shownFor > ad.showForMax )
try next runout ad // this one's used up forever
// are we between the ad's start and end dates?
if ( ad.startDate < the current date < ad.endDate )</pre>
try next runout ad
 // the ad is not supposed to run today
 // do we actually HAVE the ad?
 if ( ad has not been downloaded )
ask for ad to be downloaded
 try next ad
 }
 // ok, we believe we should show this runout
 // we are now in runout state
 Do ShowAnAd
 return
 // if we haven't found a runout ad, we will go to "rerun"
 state
 Do ShowARerun
 }
 // end ShowARunout
```

```
// Rerun state. Look for a regular ad to rerun
ShowARerun
for regular ads [ in current block ]
// has the ad been flushed?
if ( ad.flushed )
try next ad
// is this ad recent enough to rerun?
if ( ad.lastShownDate is older than returnInterval )
try next ad
// this one is too old to rerun
// if in block, show ads only if it's their "turn"
if ( ad.numberShownToday >= blockGoal )
try next ad // need to find a friend in this block
// are we between the ad's start and end dates?
if ( ad.startDate < the current date < ad.endDate )</pre>
try next ad
// the ad is not supposed to run today
// do we actually HAVE the ad?
if ( ad has not been downloaded )
ask for ad to be downloaded
try next ad
 }
 // ok, at this point we can show this ad, but because
 // we're in rerun, we don't keep the books
 Do ShowAnAd
 return
 // if we get here, we have no ads to show. Punt.
 return
 // end ShowARerun
```

```
// Show a regular ad
ShowARegularAd
 for regular ads [ in current block ]
 // has the ad been flushed?
 if ( ad.flushed )
 try next ad
 // are we done showing this ad today?
 if ( ad.numberShownToday > ad.dayMax )
 try next ad // this one's used up for the day
 // if in block, show ads only if it's their "turn"
 if ( ad.numberShownToday >= blockGoal )
 try next ad // need to find a friend in this block
 // are we done showing this ad for ever and ever?
 if ( ad.shownFor > ad.showForMax )
 try next ad // this one's used up forever
 // are we between the ad's start and end dates?
 if ( ad.startDate < the current date < ad.endDate )</pre>
 try next ad
 // the ad is not supposed to run today
  // do we actually HAVE the ad?
if ( ad has not been downloaded )
  ask for ad to be downloaded
  try next ad
  }
  // ok, we believe we should show this ad
  // we are now in regular state
  Do ShowAnAd
  return
  // If we get here, we have failed to find a regular
  // ad. Go to runout
  Do ShowARunout
  // end ShowARegularAd
```

Fig. 15E

```
// Perform necessary housekeeping when we're taking
. // down an ad
AdEndBookkeeping
 // In rerun state, we don't do any bookkeeping
if ( in RerunState )
return
 // Account for at most ad.showFor seconds, provided
 // we've shown the ad for at least ad.showFor seconds
 // Note that this means we don't charge for time beyond
 // ad.showFor seconds, which is important
 if ( ad.thisShowTime >= ad.showFor )
 ad.numberShownToday += ad.showFor
 ad.shownFor++
 // we do NOT reset thisShowTime here, we do it in
 // AdStartBookkeeping. It actually doesn't matter where
 // we do it, provided we are careful NOT to do it for
 // runout ads.
 }
 // end AdEndBookkeeping
```

Fig. 15F

```
// Show an ad, including bookkeeping and block handling
ShowAnAd
 €
 // If the ad is in a block, notice that
 if ( it's in a "block" playlist )
 if ( not currently in a block )
 find ad in block with minimum numberShown
 make that our ad
 set blockGoal to minimum numberShown+1
 set current block to this playlist
 }
 // now do bookkeeping
 Do AdStartBookkeeping
 // and actually show it
 Do DisplayThatAd
 }
```

Fig. 15H

			Persistent Ads
of lucid	Doguest		
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			to said to client
			faceTimeLeft, Not used
PlavList	PlayList Response Clientinfo	ClientInfo	
		•	reginterval Relatively large; one or more days
			flush Used. Single playlist completely specifies
			list of ads client should have
PlayList	Response	PlayList Response Scheduling Parameters	Parameters
	•		showForMax Not used

Fig. 16A

		S	Short-Lived Ads
PlayList	PlayList Request		
			faceTimeLeft Used to determine how many ads client should receive
PlayList	PlayList Response Clientinfo	ClientInfo	
			reqinterval Not used. Instead, clent requests new
			flush Not used
PlavList	Response	PlayList Response Scheduling Parameters	Parameters
			showForMax Used to determine how long an ad runs

Fig. 16B

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		Eudora doesn't seem to be getting ads. Founteeling and for some reason, Eudora 1s unable to download ney ads. Downloading and	Eudora doesn't seem to he getting ads. For some reason, Eudora is unable to download new ads. Downloading and displaying ads is a requirement for the free full featured version of Eudora. Please visit the Eudora web site for Information about how to resume getting.	Eudora doesn't seem to be getting ads. For some reason, Eudora is unable to download mey ads. Downloading and displaying ads is a requirement for the full—figured version of Eudora Please visit the Eudora web site for Information about how to resume getting ads. Invalid HTTP request (Error code 503)	Eudora doesn't seem to be getting ads. For some reason, Eudora is unable to download neveds. Downloading and displaying ads is a requirement for the free full-fastured version of Eudora please visit the Eudora web site for information about how to resume getting ads. Invalid HTTP request (Error code 503) Invalid HTTP request (Error code 503) In ad downloading continues to fail Eudora VIII eventually revert to the Light version which is less powerful.	Eudora doesn't seem to be getting ads. For some reason, Eudora is unable to download ne's ads. Downloading and displaying ads is a requirement for the tree full—featured version of Eudora Please visit the Eudora wab site for Information about how to resume getting ads. Invalid HTTP request (Error code 503) In ad downloading continues to full Eudora VIII eventually revert to the Light version with its less powerful.

Fig. 17A



Something seems to be covering the ad.

It's probably inadvertent, but Euclora has determined that you are covering up all or a significant portion of an act. The sortware is designed to notify you whe this happens in the hopes that you will stop covering up the ac. If you don't in window will keep popping up (which you will probably find quite annoying).

We've always got some good stuff under development back at the home office; a life the advertising in Eudora that enables us to continue to develop the soffwa while providing it to you for reas we've worked hard to make sure the advertising isn't armaying and we genu nety, hope that you are not deliberately edvertising isn't armaying and we genu nety, hope that you are not deliberately to pay us for Eudora by choosing "Payment & Registration" from the "Help menuand clicking on "Paid Full Version." Or you can remove wherever is



Fig. 17E

Eudora will now revert to a less powerful version.

Eudora has been unable to download ads for quite some time and will now revert to a less powerful version. If you would like more information about web site. You will find information there about how the full-featured version can be reactivated.

We're sorry for this inconvenience.

Take me to the Eudora Web site.

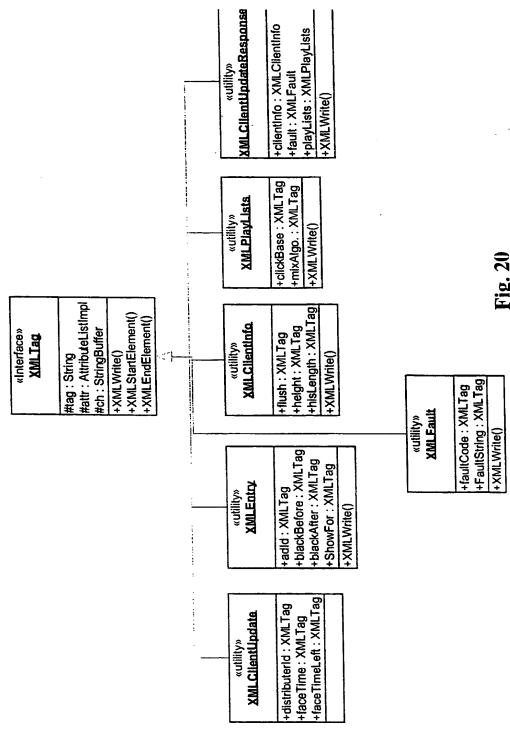
Fig. 17C

In order to make Eudora vor klas veil as possible. It's Important that ve know h people use It. We ask users for this information at rendom. Looks II ke It's your We value our privacy; we're pratty sure you value yours. So we want you to ki what we'll be collecting and pixe you'd chance to eliminate anything you don't we send. Simply uncheck the boxes next to sny information you'd rather not send. If you're open to helping us this way, all you have to do is click "Generate info and a message vill be created. You can review the contents of the message. If you Piesse understand that as soon as warredsive your arrall, we will throw avey beaders; has lidentify the mail as coming from you you see, we don't exidally know who you are to find your information helpful Sowe promise to project privacy and furn you into "Just'e number" into Your Net/Eudors usege ts ok to transmit statistics regarding. and then send it to us or not - that's up to you Your demographic data
Advertisement information
Non-personal settings

Fig. 18A

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Fig. 19



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Calibratic Control

8 The list of available ads advantageously can be built from the following query:

ads = dbCon.prepareStatement("SELECT * FROM ads WHERE StartDate <= today AND endDate >= today + 30 AND AdType = "I" AND AdStatus = "A" AND ImpressionsServed < Impressions ORDERD BY ImpressionsServed ASC);

30 AND AdType = "R" AND AdStatus = "A" AND ImpressionsServed < Impressions ORDERD BY ImpressionsServed run out ads = dbCon.prepareStatement("SELECT * FROM ads WHERE StartDate <= today AND endDate >= today +

8 The time required to deliver the ads advantageously can be calculated in the following manner.

face time left for today [seconds] = faceTime[today] – faceTimeUsedToday

(Comment: Face time left for today is the number of secondes the servlet can use to deliver special ads today.)

predict face time [seconds] = SUM(faceTime[tomorrow], faceTime[tomorrow + 1], ... faceTime[tomorrow + reqInterval]

(Comment: Predict face time is the number of seconds the servlet predicts the user is going to have.)

goal show time left [seconds] = predict face time - faceTimeLeft

(Comment: Goal show time left is the number of seconds that the software provider needs to fill with ads.)

Fig. 21A

```
% Targeting
while (face time left for today ) {
    if ad is not in the history {
        select ad [according to target = today]
        face time left for today -= ad.showFor
    }
    hext ad
}
while (Goal show time left ) {
    if ad is not in the history {
        select ad [according to target]
        goal show time left -= ad.showFor
    }
    next ad
}
Default values:
reqInterval = 1 day.
facetime = 30 minutes
facetime = 30 minutes
facetime = 31 days.
facetime = 31 days
```

Fig. 21B

	«Interface»	PlayListSarvie -dbm : DBManag	+doGet() +doPost() +init() +destroy()		
«utility» PlayListRequest	+"com.jdark.xml.sax.Driver": String +handleRequest(Input : InputSource, ClientUpdate : XMLClientUpdate) : boolean	«utility» PlayListResponse	+playlistResponse: XMLClientUpdateResponse +handleResponse(XMLClientUpdateResponse: XMLClientUpdateResponse): boolean	«utility» PlayListsGenerator	+dbm:DBManager +generate(clientUpdate:XMLClientUpdate, clientUpdateResponse:XMLClientUpdateResponse):boolean

Fig. 22

-dbName: String
-dbLocation: String
+openConnection(): boolean
+getConnection(): Connection
+exeSQL(startDate: SQLDate): boolean

«Interface» DBManager

SQL Database Create Thread for updating in the ADS table number of impression served **NDBC** flow direction Play List Serviet Main Thread Select from ADS where ... Decision / Filter / Targeting Generate XML Response XML Parse Request lunch thread lunch thread Create Thread for logging the response information Create Thread for togging the request information store in table the clinet request information

update impressions

store in table the response information